



Labovitz School
OF BUSINESS AND ECONOMICS

Bureau of Business and Economic Research

Duluth Farmers' Market Survey and Business Plan

March 2006

**Northeast Minnesota
Sustainable Development Partnership**

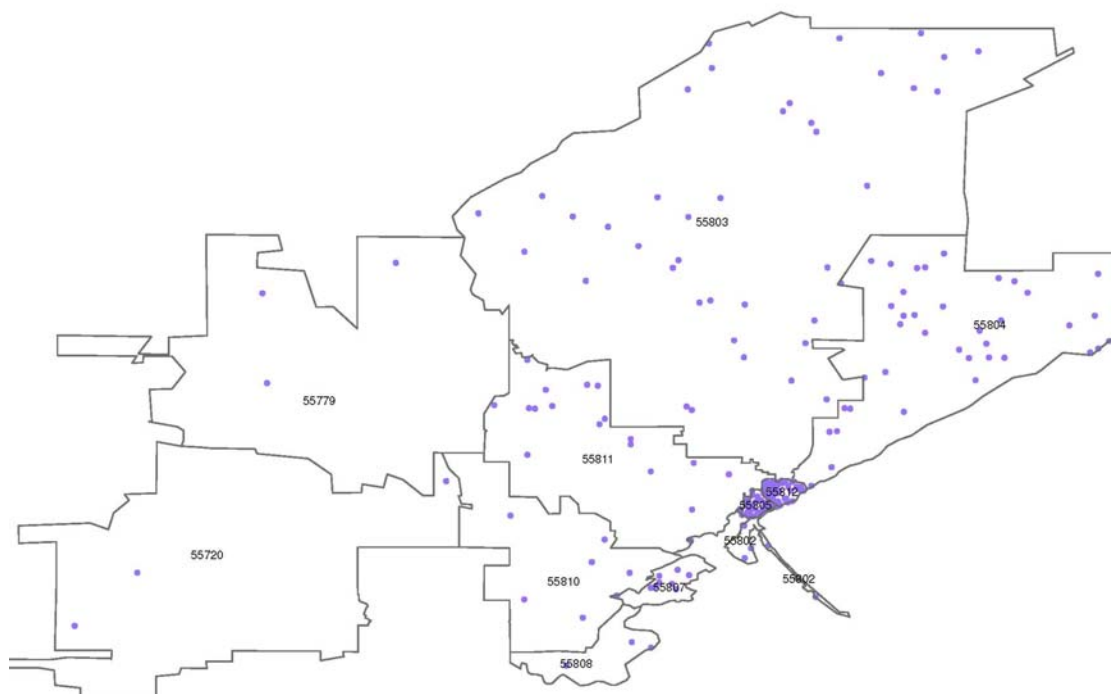


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Duluth Farmers' Market

Summary

Customers of the Duluth Farmers' Market were surveyed during Fall 2005 to guide the 2006 Business Plan. A two-page survey instrument was distributed and approximately 74 customers of the Duluth Farmers' Market responded, during Fall 2005. Survey response data was input by UMD/BBER students, and basic statistical analysis was provided to help direct the Duluth Market Gardeners' Association's (DMGA) business development strategy, including customer profiling, product preference, and facility expansion.

Survey Results: Survey data show a geographic spread of shoppers located in zip codes 55812 (22%), 55803 (19%), 55804 (19%), and 55805 (16%). Data show the typical shopper profile as female (70%), age 36-65 (80%), college educated (85%), with an income of \$40K-\$80K (60%). The top five commodities sought include in rank order from high to low: vegetables, organic produce, fruit, flowers, and fresh herbs. Most shoppers spend an average of \$10-\$20.

Shoppers say they learned about the market from friends and word of mouth. When asked "if the market were open additional days in the week, which day would you most likely shop," Sunday afternoon and then Thursday afternoons were preferred. Shoppers indicated they thought the current days of operation, location, packaging, cleanliness and prices were mostly "good" or "excellent."

Ranked reasons (from high to low) as to why shoppers choose this farmers' market were: 1) product quality and freshness, 2) direct contact with food producers, 3) support for local farmers/business, 3) price, 4) festive atmosphere, and 5) events. The most important reasons that shoppers are choosing to shop at the Farmers' Market include the expectation of finding products of high quality, in season, without chemical residues, grown by farmers in Minnesota, with no genetic modification.

For more detailed information on the survey data please see the appendix to this report.

Business Plan: DMGA worked with the Labovitz School's research bureau to describe the history of the business, marketing financials, business operations, and an executive summary for the business plan. Information from the survey analysis was brought in to guide the marketing plan and to focus expectations for future fund raising and building projects. The Business plan attempts to describe operations and strategies for the Market, benefits to the farmers, and benefits for the larger community associated with a thriving public space. Appendix material in this report includes a farmers' market timeline and other background stories; survey methodology and instrument; survey results, maps, frequency table; survey interpretations; and the market's web site produce schedule.

1) PROJECT OVERVIEW:

The overall mission of the DMGA is to construct a new Farmers' Market building located at 14th Ave. E. & 3rd St. Duluth. Preliminary plans for the building have been sketched by the U of MN Center for Sustainable Building Research, through a Design Assistance Project, sponsored by the Northeast Minnesota Sustainable Development Partnership. The intermediate goal is to get the funding to do the construction. See: *Duluth Farmer's Market; Design Assistance Project*, for Northeast Minnesota Sustainable Development Partnership, Center for Sustainable Building Research (CSBR), University of Minnesota, John Carmody, Rebecca Foss, Virajita Singh, Final Draft October 12, 2004.

The immediate goal of this phase of the project, and the concern of this report, is to write a business plan for the governing body of the Duluth Farmers' Market [The Duluth Market Gardner's Association (DMGA)] so the Association can become a 501(c)(3) non-profit organization. Also part of this phase of the project includes hiring an executive director, and collecting survey data. The approach taken has been to work with the UMD Labovitz School of Business and Economics' Bureau of Business and Economic Research to collect and analyze survey data, and to write the business plan. Business Plan deliverables include: history and description of the business, marketing, financials, business operations, and executive summary.

2) SURVEY

Customers of the Duluth Farmers' Market were surveyed during Fall 2005 to guide the 2006 Business Plan. A two-page survey instrument was distributed and approximately 74 customers of the Duluth Farmers' Market responded during Fall 2005. Survey response data was input by UMD/BBER students, and basic statistical analysis was provided to help direct the Duluth Market Gardeners' Association's (DMGA) business plan, including customer profiling and product preference.

Survey Results: Survey data show geographic spread of shoppers located in zip codes 55812 (22%), 55803 (19%), 55804 (19%), and 55805 (16%). Data show the typical shopper profile as female (70%), age 36-65 (80%), college educated (85%), with an income of \$40K-\$80K (60%). The top five commodities sought include in rank order (high to low): vegetables, organic produce, fruit, flowers, and fresh herbs.

Shoppers say they learned about the market from friends and word of mouth. Most shoppers have been coming to the market for 5-10 years, visiting weekly or biweekly on Saturdays. When asked if the market were open additional days in the week, which day would you most likely shop? Sunday afternoon and then Thursday afternoons were preferred. Most shoppers indicated they were interested in attending special events hosted at the Market. Shoppers indicated they thought the current days of operation, location, packaging, cleanliness and prices were mostly "good" or "excellent." Shoppers indicated that the courtesy of vendors and quality of products

were mostly “excellent.” Shoppers indicated that parking and hours of operation were mostly “good” or even “excellent,” but some felt these conditions were “poor.”

Ranked (high to low) reasons why shoppers choose this farmers’ market were: 1) product quality and freshness, 2) direct contact with food producers, 3) supporting local farmers/business, 3) price, 4) festive atmosphere, and 5) events.

Shoppers report occasionally buying meat, plants, honey, baked goods and jams occasionally. Shoppers report almost never buying cheese, eggs, nuts, dried herbs, soap, potted plants, baskets, and hand crafted items.

The most important reasons that shoppers choose to shop at the Farmers’ Market include expectations of finding products of high quality, in season, without chemical residues, grown by certain vendors in Minnesota, with no genetic modification. Reasons of convenience, quantities, and price were next in importance but not as important as the quality and freshness associated with the Market. Most shoppers spend an average of \$10-\$20, but these shoppers are followed closely by shoppers spending \$20-\$50.

For more detailed information on the survey data please see the appendix to this report.

3) BUSINESS PLAN

APPENDIX

- Farmers' Market Timeline
- Background: "Duluth Market, Open Since 1911"
- Survey Methodology and Instrument
- Survey Results, Maps, Frequency Table
- Web site produce schedule
- Sample of redesigned space, from the Center for Sustainable Building Research project

Background: Market History Timeline

From the Duluth News Tribune:	
Publication Date	Event description
	[Market has reportedly been in Duluth since 1911.]
	George Wagner, association president, said freshness seems to be the main attraction for market shoppers. The fruit and vegetables bought during the morning were harvested during the previous day, he said.
August 8, 1953	Source: "Farmer's Market Offers Alternatives to Home Garden"
	Original Farmer's Market was built by Agricultural Council of Duluth Chamber of Commerce on Feb 13, 1922. It is operated by Duluth Market Gardner's Association and is located on 6th Avenue and 3rd Street.
November 5, 1953	Source: "Future of Market in Doubt"
	Duluth Chamber of Commerce agricultural council passed a resolution asking the city council to provide a new market center.
November 9, 1953	Source: "City Asked to Start New Market"
	New location for market is being investigated. The building from the former site at 6th Ave E. near 2nd Street could be moved.
November 10, 1953	Source: "Farmer's Market Studied"
	Five lots on the SW corner of 14th Ave East and 3rd Street will be the new location of the Farmer's Mkt. St. Louis County Board agreed to lease the tax delinquent land to the DMGA for \$1/year.
April 15, 1966	Source: "County Board Agrees to Lease Sight for Market"
	St. Louis County increased the rent to \$50/year for maintenance
April 15, 1966	Source: "County Hikes Mart Lease."

Duluth Farmer's Market's lease expires on Nov 1. Popularity led the City to build 3 similar markets throughout the city two years later (Leasing the property for \$50/yr).

DFM not to be confused with the market at Canal Park.

Market dates back to 1911. In 1922, city built three buildings, two on 6th Avenue East and another in West end where the market flourished before now.

April 17, 1973 Source: *"Future of Market in doubt"*

Mayor Ben Boo proposes to have the city acquire property from St. Louis County and lease it to Cooperative Farmer's organization for operation.

"If the Farmer's Market were to fall by the wayside, we would lose not only a colorful part of Duluth's history but a desirable feature of our retail grocery facilities. [...] The market is enjoying tremendous appeal to its city residents. The Market is enjoying a tremendous appeal to city residents," Mayor Boo.

May 18, 1973 Source: *"Boo Moved to Save City's Farmer's Market"*

The Duluth Farmer's Market located at 14th Avenue East and 3rd Street is in its 51st year of operations. It remains one of only three markets (the other two located in West Duluth and West End were closed after World War II) that existed in the city

October 6, 1973 Source: *"Farmer's Market Opens Saturday"*

Duluth Farmer's Market lease expires 1 November (on tax forfeit land; County obligated to sell if buyer offers a fair price, which was estimated to be \$14,000 in 1966.

September 19, 1974 Source: *"Farmer's Market Shows Passing of Seasons"*

Ray Wagner 4229 Hermantown Road, treasurer of the DMGA, said that the organization's produce prices are higher this year, but haven't gone up as much, relatively, as in grocery stores

September 12, 1983 Source: *"Farmer's Market"*

"Duluth Market, open since 1911"

By Lois Hoffbauer

Unassociated Press

DULUTH - You can gauge the passing of the seasons by shopping at the Farmers' Market in Duluth. In spring, the long, low, red building on 14th Ave. E. and 3rd St. takes on a greenhouse look. The stalls along both sides are lined with trays of pansies, petunias, perennials, and other plants. The "Market" annually opens on the Saturday before Mother's Day.

During the summer, the "Market" always seems cool because of the light breeze that gently flows through the building from the big open doors. Shoppers are clamoring to get in every Wednesday and Saturday morning at 7:00 A.M. when the doors open. The early birds want the

best chance to get garden-fresh and locally grown products at a reasonable price.

The fresh produce and other farm products like raspberries, blueberries, cut flowers, herbs, homegrown free range chicken, jams and jellies are raised in St. Louis, Carlton, and Lake Counties by the Farmers who sell them.

We spend the entire previous day picking, sorting, cleaning, and bunching the products that are for sale. The rumble of the trucks coming to the Farmers' Market can be heard as early as 6:00 a.m. We get there early to unload our trucks and arrange our products to be sold to customers.

In the fall, cool, gray, windy days take over and we bring in products like potatoes, cabbage, pumpkins and squash. Everything is in abundance. The stalls are stacked with the final harvest of the year and the market has an earthy smell. Parents bring their children to choose the "perfect" jack-o'-lantern. The "Market" closes for the year on the last Saturday in October.

The Farmers' Market has been marking the changes in seasons since 1911.

It's been standing so long, that some people think of it as a landmark. It has been at its present location since 1953 and before that it was located between 2nd and 3rd Streets on 6th Ave. E.

The peak of the season at the Farmers' Market is usually from mid August to mid September. It is then that you will find bushels of the products that can be used for canning, freezing, pickling, or making jam. By that time of the year, most products are in season, and you will be able to find just about anything that will grow in Northern Minnesota.

SURVEY METHODOLOGY

Survey customers to determine need. Deliverables: survey data input by UMD/BBER students, basic statistical analysis to provide customer/product preference profiling.

SURVEY INSTRUMENT

DULUTH FARMERS' MARKET CUSTOMER SURVEY 2005

→ → **Have you responded to this survey at the Market or in a previous mailing?**
 If so THANKS, and please disregard this request for information.

Please answer the following questions using either an "X" or a "✓" inside the appropriate box. The more honest your answers, the better the Farmers' Market can accommodate your needs and improve upon current operational conditions. *We appreciate your time and effort.*

1. How did you first learn about this farmers' market?

- ☐ roadside sign
☐ radio
☐ driving by and saw market
☐ internet
☐ newspaper article
☐ friend/word of mouth
☐ newspaper ad
☐ flyer/post card
☐ event/activity calendar
☐ don't remember
☐ television

2. How many years have you been coming to this farmers' market?

- ☐ first year
☐ 1
☐ 2-3
☐ 4-5
☐ 6-10
☐ over 10

3. How many different farmers' markets have you visited this year?

- ☐ none
☐ 1
☐ 2
☐ 3
☐ 4 or more

4. How often have you visited this farmers' market this year?

- | | |
|--|--|
| <u>Saturdays</u> | <u>Wednesdays</u> |
| <input type="checkbox"/> weekly | <input type="checkbox"/> weekly |
| <input type="checkbox"/> every other week | <input type="checkbox"/> every other week |
| <input type="checkbox"/> once a month | <input type="checkbox"/> once a month |
| <input type="checkbox"/> two or three times | <input type="checkbox"/> two or three times |
| <input type="checkbox"/> first visit this year | <input type="checkbox"/> first visit this year |

5. If the market were open additional days in the week, which day would you most likely shop?

- ☐ Sunday afternoon
☐ Thursday afternoon

6. The Duluth Farmers' Market has hosted special events during market hours in the past year. Are you interested in attending such events?

- ☐ yes
☐ no

7. How does the number of visits that you have made this year compare to last year?

- | | |
|---|---|
| <u>Saturdays</u> | <u>Wednesdays</u> |
| <input type="checkbox"/> increased | <input type="checkbox"/> increased |
| <input type="checkbox"/> decreased | <input type="checkbox"/> decreased |
| <input type="checkbox"/> about the same | <input type="checkbox"/> about the same |
| <input type="checkbox"/> never went last year | <input type="checkbox"/> never went last year |

8. How would you rate the following characteristics of this farmers' market?

- | | | | |
|---------------------------|--------------------------|--------------------------|--------------------------|
| | Poor | Good | Excellent |
| days of operation..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| hours of operation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| location..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| parking facilities..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| cleanliness | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| level of courtesy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| quality of products | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| prices | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| packaging | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

9. How do you expect the produce at the farmers' market to compare to the produce you buy elsewhere, in terms of the following characteristics?

- | | | | |
|--------------|--------------------------|--------------------------|---------------------------------|
| | Lower | Higher | Same |
| quality..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| variety..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| price..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> (over) |

10. Rank the following reasons why you shop at this farmers' market (using a "1" to indicate the most important and "6" to indicate least important).

- _____ prices
- _____ events
- _____ supporting local farmers/businesses
- _____ direct contact with food producer
- _____ festive atmosphere
- _____ product quality and freshness

11. Please indicate how often you have purchased the following items from this farmers' market during this season. Check one box to the right of each item.

	Never	Purchased Occasionally	Regularly
vegetables.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
cut flowers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
fruit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
organic produce.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
fresh herbs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
dried herbs.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
plants.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
potted plants, baskets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
hand-crafted items.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
soaps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
bread.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
muffins, cookies, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
jams, jellies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
honey.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
nuts.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eggs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
cheese.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
meat.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. When shopping for produce, how important to you are the following items?

	Very Important	Somewhat Important	Not Important
convenience.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
unusual varieties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
quantities to choose from...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
price.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
in season.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
chemical residues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
farming methods used.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
grown by the vendor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
grown in Minnesota	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
no genetic modification.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. On average, how much do you spend each time you visit the farmers' market?

- ☐ less than \$9.99
- ☐ \$10—\$19.99
- ☐ \$20—\$49.99
- ☐ \$50—\$74.99
- ☐ \$75—\$99.99
- ☐ \$100 or more

14. Please indicate your gender.

- ☐ male
- ☐ female

15. Please check the box that includes your age.

- ☐ younger than 20
- ☐ 21—35
- ☐ 36—50
- ☐ 51—65
- ☐ 66—75
- ☐ over 75

16. In what range does your annual household income fall?

- ☐ less than \$19,999
- ☐ \$20,000—\$39,999
- ☐ \$40,000—\$59,999
- ☐ \$60,000—79,999
- ☐ \$80,000—99,999
- ☐ \$100,000 or more

17. In what zip code do you reside in?

18. Please indicate the highest level of education you have completed.

- ☐ grade school
- ☐ high school
- ☐ some college
- ☐ undergraduate
- ☐ some graduate school
- ☐ masters
- ☐ doctoral

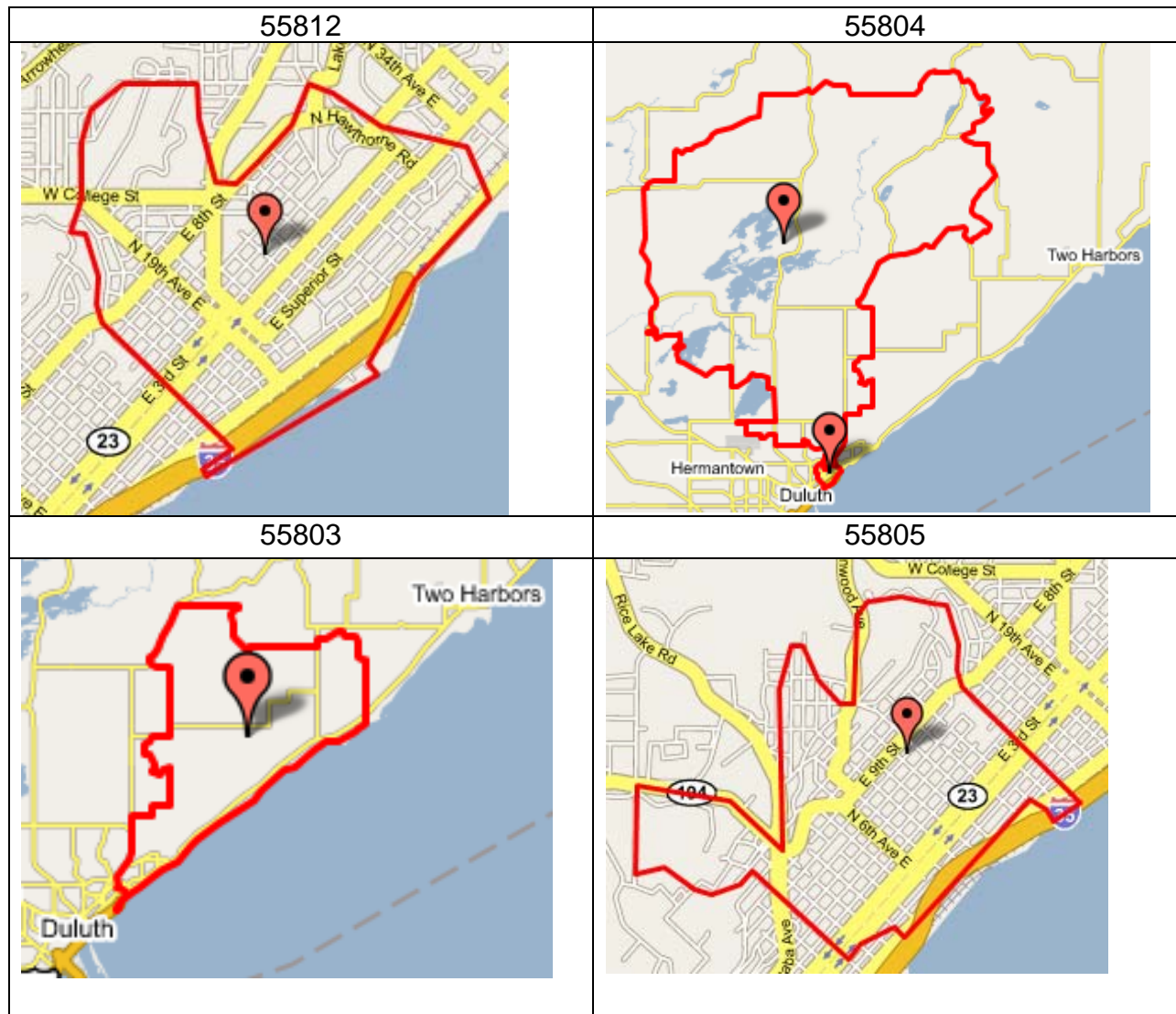
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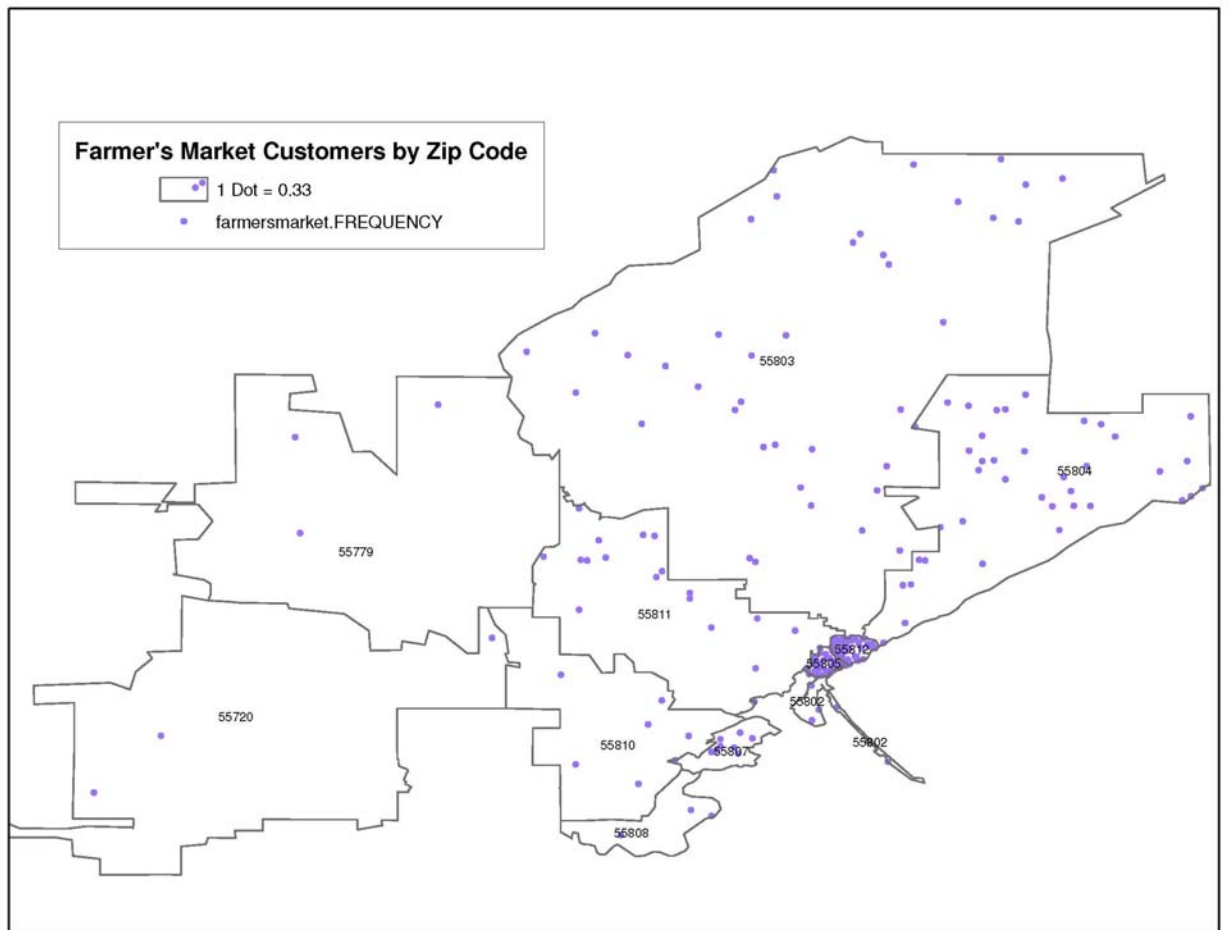
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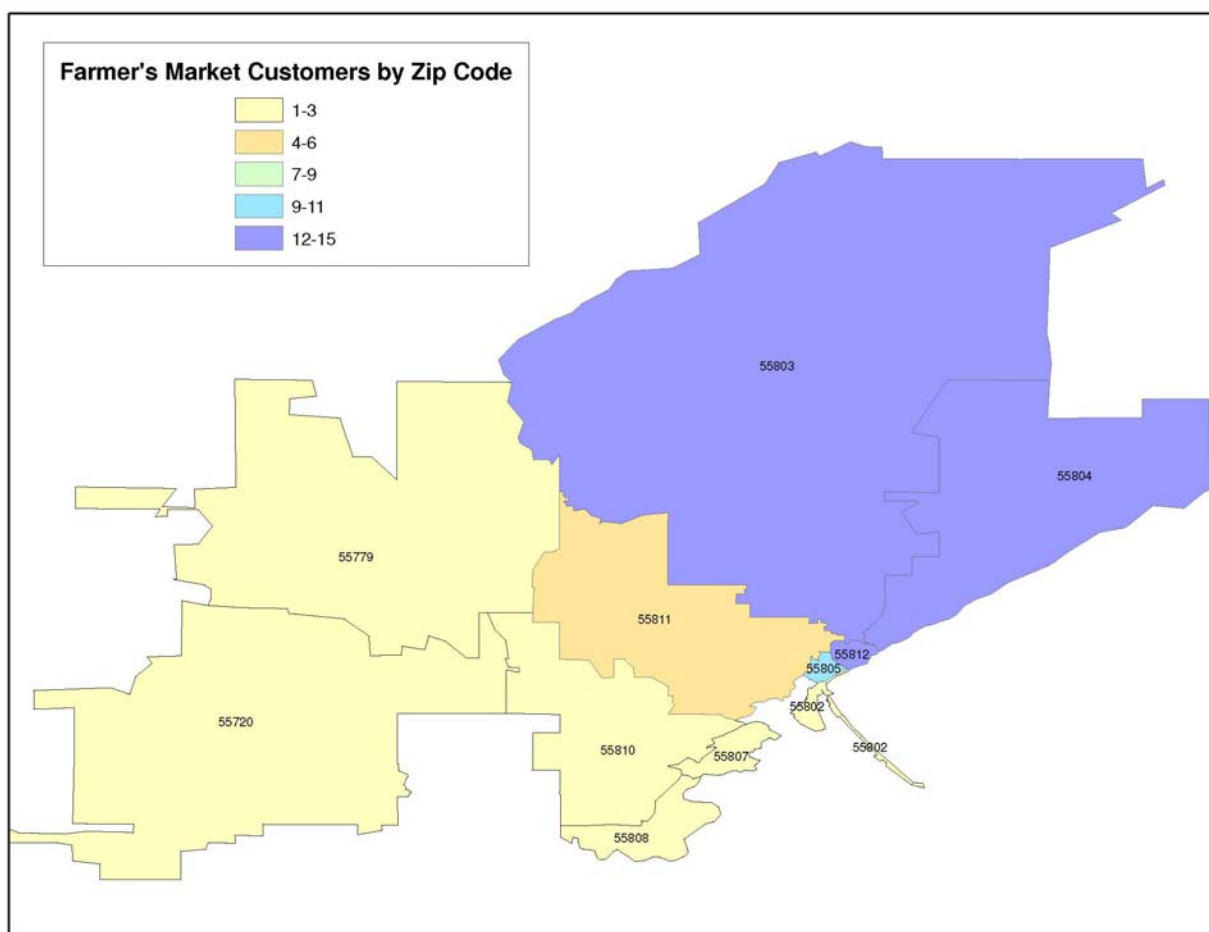
SURVEY RESULTS

GEOGRAPHIC SPREAD OF SHOPPERS

ZipCode	Frequency
55812	22%
55803	19%
55804	19%
55805	16%







Frequency Table

How did you first learn about this Farmers' market?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	roadside sign	2	2.8	3.1	3.1
	radio	6	8.3	9.2	12.3
	drive by and saw mrkt	10	13.9	15.4	27.7
	internet	1	1.4	1.5	29.2
	newspaper article	3	4.2	4.6	33.8
	friend/word of mouth	25	34.7	38.5	72.3
	newspaper ad	1	1.4	1.5	73.8
	flyer/postcard	1	1.4	1.5	75.4
	don't remember	15	20.8	23.1	98.5
	live nearby	1	1.4	1.5	100.0
	Total	65	90.3	100.0	
Missing	System	7	9.7		
Total		72	100.0		

How many years have you been coming to this Farmers' market?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	first year	8	11.1	11.1	11.1
	1	6	8.3	8.3	19.4
	2-3	12	16.7	16.7	36.1
	4-5	13	18.1	18.1	54.2
	6-10	14	19.4	19.4	73.6
	over 10	19	26.4	26.4	100.0
	Total	72	100.0	100.0	

How many different Farmers' markets have you visited this year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	none	17	23.6	23.6	23.6
	1	29	40.3	40.3	63.9
	2	15	20.8	20.8	84.7
	3	7	9.7	9.7	94.4
	4 or more	4	5.6	5.6	100.0
	Total	72	100.0	100.0	

How often have you visited this Farmers' market on Saturday?

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	weekly	30	41.7	46.2	46.2
	every other week	19	26.4	29.2	75.4
	once a month	4	5.6	6.2	81.5
	two or three times	8	11.1	12.3	93.8
	first visit this year	4	5.6	6.2	100.0
	Total	65	90.3	100.0	
Missing	System	7	9.7		
Total		72	100.0		

How often have you visited this Farmers' market on Wednesday?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	weekly	10	13.9	20.4	20.4
	every other week	5	6.9	10.2	30.6
	once a month	8	11.1	16.3	46.9
	two or three times	23	31.9	46.9	93.9
	first visit this year	3	4.2	6.1	100.0
	Total	49	68.1	100.0	
Missing	System	23	31.9		
Total		72	100.0		

If the market were open additional days in the week, which day would you most likely shop?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sunday afternoon	28	38.9	63.6	63.6
	Thursday afternoon	16	22.2	36.4	100.0
	Total	44	61.1	100.0	
Missing	System	28	38.9		
Total		72	100.0		

The Duluth Farmers' Market has hosted special events during market hours in the past year. Are you interested in attending such events?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	47	65.3	72.3	72.3
	no	18	25.0	27.7	100.0
	Total	65	90.3	100.0	
Missing	System	7	9.7		
Total		72	100.0		

How does the number of visits that you have made this year compare to last year for Saturdays?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	increased	21	29.2	30.9	30.9
	decreased	7	9.7	10.3	41.2
	about the same	36	50.0	52.9	94.1

	never went last year	4	5.6	5.9	100.0
	Total	68	94.4	100.0	
Missing	System	4	5.6		
Total		72	100.0		

How does the number of visits that you have made this year compare to last year for Wednesday?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	increased	13	18.1	26.0	26.0
	decreased	3	4.2	6.0	32.0
	about the same	27	37.5	54.0	86.0
	never went last year	7	9.7	14.0	100.0
	Total	50	69.4	100.0	
Missing	System	22	30.6		
Total		72	100.0		

How would you rate days of operation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	2	2.8	2.8	2.8
	good	49	68.1	68.1	70.8
	excellent	21	29.2	29.2	100.0
	Total	72	100.0	100.0	

How would you rate hours of operation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	8	11.1	11.1	11.1
	good	42	58.3	58.3	69.4
	excellent	22	30.6	30.6	100.0
	Total	72	100.0	100.0	

How would you rate location?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	2	2.8	2.8	2.8
	good	45	62.5	62.5	65.3
	excellent	25	34.7	34.7	100.0
	Total	72	100.0	100.0	

How would you rate parking facility?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	16	22.2	22.9	22.9

	good	43	59.7	61.4	84.3
	excellent	11	15.3	15.7	100.0
	Total	70	97.2	100.0	
Missing	System	2	2.8		
Total		72	100.0		

How would you rate cleanliness?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	good	43	59.7	61.4	61.4
	excellent	27	37.5	38.6	100.0
	Total	70	97.2	100.0	
Missing	System	2	2.8		
Total		72	100.0		

How would you rate the level of courtesy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	good	25	34.7	35.2	35.2
	excellent	46	63.9	64.8	100.0
	Total	71	98.6	100.0	
Missing	System	1	1.4		
Total		72	100.0		

How would you rate the quality of products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	good	24	33.3	33.3	33.3
	excellent	48	66.7	66.7	100.0
	Total	72	100.0	100.0	

How would you rate the prices?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	good	39	54.2	54.9	54.9
	excellent	32	44.4	45.1	100.0
	Total	71	98.6	100.0	
Missing	System	1	1.4		
Total		72	100.0		

How would you rate packaging?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poor	3	4.2	4.5	4.5
	good	37	51.4	56.1	60.6
	excellent	26	36.1	39.4	100.0

Total	66	91.7	100.0
Missing System	6	8.3	
Total	72	100.0	

How do you expect the produce at the farmers' market to compare to the produce you buy elsewhere in terms of quality?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid higher	55	76.4	80.9	80.9
same	13	18.1	19.1	100.0
Total	68	94.4	100.0	
Missing System	4	5.6		
Total	72	100.0		

How do you expect the produce at the farmers' market to compare to the produce you buy elsewhere in terms of variety?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid lower	7	9.7	10.8	10.8
higher	39	54.2	60.0	70.8
same	19	26.4	29.2	100.0
Total	65	90.3	100.0	
Missing System	7	9.7		
Total	72	100.0		

How do you expect the produce at the farmers' market to compare to the produce you buy elsewhere in terms of price?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid lower	16	22.2	24.2	24.2
higher	22	30.6	33.3	57.6
same	28	38.9	42.4	100.0
Total	66	91.7	100.0	
Missing System	6	8.3		
Total	72	100.0		

Rank the following reasons why you shop at this farmers' market? (Price)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	9	12.5	15.5	15.5
2.00	3	4.2	5.2	20.7
3.00	7	9.7	12.1	32.8
4.00	16	22.2	27.6	60.3
5.00	13	18.1	22.4	82.8
6.00	10	13.9	17.2	100.0
Total	58	80.6	100.0	

Missing	System	14	19.4		
Total		72	100.0		

Rank the following reasons why you shop at this farmers' market? (events)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.4	1.9	1.9
	4.00	5	6.9	9.6	11.5
	5.00	20	27.8	38.5	50.0
	6.00	26	36.1	50.0	100.0
	Total	52	72.2	100.0	
Missing	System	20	27.8		
Total		72	100.0		

Rank the following reasons why you shop at this farmers' market? (supporting local farmers/business)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	32	44.4	47.8	47.8
	2.00	15	20.8	22.4	70.1
	3.00	15	20.8	22.4	92.5
	4.00	5	6.9	7.5	100.0
	Total	67	93.1	100.0	
Missing	System	5	6.9		
Total		72	100.0		

Rank the following reasons why you shop at this farmers' market? (direct contact with food producers)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	15	20.8	22.7	22.7
	2.00	21	29.2	31.8	54.5
	3.00	20	27.8	30.3	84.8
	4.00	7	9.7	10.6	95.5
	5.00	2	2.8	3.0	98.5
	6.00	1	1.4	1.5	100.0
	Total	66	91.7	100.0	
Missing	System	6	8.3		
Total		72	100.0		

Rank the following reasons why you shop at this farmers' market? (festive atmosphere)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	9.7	11.7	11.7
	2.00	5	6.9	8.3	20.0
	3.00	8	11.1	13.3	33.3

	4.00	12	16.7	20.0	53.3
	5.00	16	22.2	26.7	80.0
	6.00	12	16.7	20.0	100.0
	Total	60	83.3	100.0	
Missing	System	12	16.7		
Total		72	100.0		

Rank the following reasons why you shop at this farmers' market? (product quality and freshness)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	41	56.9	60.3	60.3
	2.00	12	16.7	17.6	77.9
	3.00	7	9.7	10.3	88.2
	4.00	7	9.7	10.3	98.5
	5.00	1	1.4	1.5	100.0
	Total	68	94.4	100.0	
Missing	System	4	5.6		
Total		72	100.0		

How often you have purchased vegetables during the season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	1	1.4	1.5	1.5
	occasionally	13	18.1	19.1	20.6
	regularly	54	75.0	79.4	100.0
	Total	68	94.4	100.0	
Missing	System	4	5.6		
Total		72	100.0		

How often you have purchased cut flowers during the season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	11	15.3	17.5	17.5
	occasionally	29	40.3	46.0	63.5
	regularly	23	31.9	36.5	100.0
	Total	63	87.5	100.0	
Missing	System	9	12.5		
Total		72	100.0		

How often you have purchased fruit during the season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	6	8.3	9.7	9.7
	occasionally	34	47.2	54.8	64.5
	regularly	22	30.6	35.5	100.0

Total	62	86.1	100.0
Missing System	10	13.9	
Total	72	100.0	

How often you have purchased organic produce during the season?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid never	7	9.7	11.3	11.3
occasionally	26	36.1	41.9	53.2
regularly	29	40.3	46.8	100.0
Total	62	86.1	100.0	
Missing System	10	13.9		
Total	72	100.0		

How often you have purchased fresh herbs during the season?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid never	17	23.6	27.0	27.0
occasionally	33	45.8	52.4	79.4
regularly	13	18.1	20.6	100.0
Total	63	87.5	100.0	
Missing System	9	12.5		
Total	72	100.0		

How often you have purchased dried herbs during the season?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid never	43	59.7	76.8	76.8
occasionally	13	18.1	23.2	100.0
Total	56	77.8	100.0	
Missing System	16	22.2		
Total	72	100.0		

How often you have purchased plants during the season?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid never	18	25.0	29.0	29.0
occasionally	37	51.4	59.7	88.7
regularly	7	9.7	11.3	100.0
Total	62	86.1	100.0	
Missing System	10	13.9		
Total	72	100.0		

How often you have purchased potted plants, baskets during the season?

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	never	27	37.5	45.0	45.0
	occasionally	30	41.7	50.0	95.0
	regularly	3	4.2	5.0	100.0
	Total	60	83.3	100.0	
Missing	System	12	16.7		
Total		72	100.0		

How often you have purchased hand-crafted items during the season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	40	55.6	66.7	66.7
	occasionally	20	27.8	33.3	100.0
	Total	60	83.3	100.0	
Missing	System	12	16.7		
Total		72	100.0		

How often you have purchased soap during the season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	50	69.4	84.7	84.7
	occasionally	9	12.5	15.3	100.0
	Total	59	81.9	100.0	
Missing	System	13	18.1		
Total		72	100.0		

How often you have purchased bread during the season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	15	20.8	24.6	24.6
	occasionally	41	56.9	67.2	91.8
	regularly	5	6.9	8.2	100.0
	Total	61	84.7	100.0	
Missing	System	11	15.3		
Total		72	100.0		

How often you have purchased muffins, cookies, ect. during the season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	16	22.2	25.8	25.8
	occasionally	36	50.0	58.1	83.9
	regularly	10	13.9	16.1	100.0
	Total	62	86.1	100.0	
Missing	System	10	13.9		
Total		72	100.0		

How often you have purchased jam and jellies during the season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	23	31.9	38.3	38.3
	occasionally	35	48.6	58.3	96.7
	regularly	2	2.8	3.3	100.0
	Total	60	83.3	100.0	
Missing	System	12	16.7		
Total		72	100.0		

How often you have purchased honey during the season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	21	29.2	33.9	33.9
	occasionally	40	55.6	64.5	98.4
	regularly	1	1.4	1.6	100.0
	Total	62	86.1	100.0	
Missing	System	10	13.9		
Total		72	100.0		

How often you have purchased nuts during the season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	48	66.7	85.7	85.7
	occasionally	8	11.1	14.3	100.0
	Total	56	77.8	100.0	
Missing	System	16	22.2		
Total		72	100.0		

How often you have purchased eggs during the season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	24	33.3	39.3	39.3
	occasionally	28	38.9	45.9	85.2
	regularly	9	12.5	14.8	100.0
	Total	61	84.7	100.0	
Missing	System	11	15.3		
Total		72	100.0		

How often you have purchased cheese during the season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	27	37.5	42.9	42.9
	occasionally	31	43.1	49.2	92.1
	regularly	5	6.9	7.9	100.0
	Total	63	87.5	100.0	

Missing	System	9	12.5		
Total		72	100.0		

How often you have purchased meat during the season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	never	25	34.7	40.3	40.3
	occasionally	22	30.6	35.5	75.8
	regularly	15	20.8	24.2	100.0
	Total	62	86.1	100.0	
Missing	System	10	13.9		
Total		72	100.0		

When shopping for produce, how important is convenience?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	vey important	16	22.2	24.2	24.2
	somewhat important	43	59.7	65.2	89.4
	not important	7	9.7	10.6	100.0
	Total	66	91.7	100.0	
Missing	System	6	8.3		
Total		72	100.0		

When shopping for produce, how important is quality?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	vey important	58	80.6	84.1	84.1
	somewhat important	11	15.3	15.9	100.0
	Total	69	95.8	100.0	
Missing	System	3	4.2		
Total		72	100.0		

When shopping for produce, how important is unusual varieties?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	vey important	14	19.4	21.5	21.5
	somewhat important	37	51.4	56.9	78.5
	not important	14	19.4	21.5	100.0
	Total	65	90.3	100.0	
Missing	System	7	9.7		
Total		72	100.0		

When shopping for produce, how important is quantities to choose from?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	vey important	21	29.2	32.8	32.8

	somewhat important	39	54.2	60.9	93.8
	not important	4	5.6	6.3	100.0
	Total	64	88.9	100.0	
Missing	System	8	11.1		
Total		72	100.0		

When shopping for produce, how important is price?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	vey important	26	36.1	38.2	38.2
	somewhat important	34	47.2	50.0	88.2
	not important	8	11.1	11.8	100.0
	Total	68	94.4	100.0	
Missing	System	4	5.6		
Total		72	100.0		

When shopping for produce, how important is in season?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	vey important	34	47.2	50.7	50.7
	somewhat important	30	41.7	44.8	95.5
	not important	3	4.2	4.5	100.0
	Total	67	93.1	100.0	
Missing	System	5	6.9		
Total		72	100.0		

When shopping for produce, how important is chemical residues?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	vey important	47	65.3	73.4	73.4
	somewhat important	14	19.4	21.9	95.3
	not important	3	4.2	4.7	100.0
	Total	64	88.9	100.0	
Missing	System	8	11.1		
Total		72	100.0		

When shopping for produce, how important is farming methods used?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	vey important	34	47.2	52.3	52.3
	somewhat important	27	37.5	41.5	93.8
	not important	4	5.6	6.2	100.0
	Total	65	90.3	100.0	
Missing	System	7	9.7		
Total		72	100.0		

When shopping for produce, how important is grown by certain vendor?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	vey important	42	58.3	63.6	63.6
	somewhat important	21	29.2	31.8	95.5
	not important	3	4.2	4.5	100.0
	Total	66	91.7	100.0	
Missing	System	6	8.3		
Total		72	100.0		

When shopping for produce, how important is grown in Minnesota?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	vey important	35	48.6	53.8	53.8
	somewhat important	24	33.3	36.9	90.8
	not important	6	8.3	9.2	100.0
	Total	65	90.3	100.0	
Missing	System	7	9.7		
Total		72	100.0		

When shopping for produce, how important is no genetic modification?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	vey important	32	44.4	50.8	50.8
	somewhat important	21	29.2	33.3	84.1
	not important	10	13.9	15.9	100.0
	Total	63	87.5	100.0	
Missing	System	9	12.5		
Total		72	100.0		

On average, how much do you spend each time you visit the farmers' market?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less then \$9.99	5	6.9	7.2	7.2
	\$10.00-\$19.99	32	44.4	46.4	53.6
	\$20.00-\$49.99	28	38.9	40.6	94.2
	\$50.00-\$74.99	3	4.2	4.3	98.6
	\$75.00-\$99.99	1	1.4	1.4	100.0
	Total	69	95.8	100.0	
Missing	System	3	4.2		
Total		72	100.0		

Please indicate your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	19	26.4	27.9	27.9

	female	49	68.1	72.1	100.0
	Total	68	94.4	100.0	
Missing	System	4	5.6		
Total		72	100.0		

Please check the box that includes your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	youger than 20	2	2.8	2.9	2.9
	21-35	4	5.6	5.8	8.7
	36-50	24	33.3	34.8	43.5
	51-65	31	43.1	44.9	88.4
	66-75	7	9.7	10.1	98.6
	over 75	1	1.4	1.4	100.0
	Total	69	95.8	100.0	
Missing	System	3	4.2		
Total		72	100.0		

In what range does your annual household income fall?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than \$19,999	3	4.2	4.6	4.6
	\$20,000-\$39,999	10	13.9	15.4	20.0
	\$40,000-\$59,000	21	29.2	32.3	52.3
	\$60,000-\$79,999	17	23.6	26.2	78.5
	\$80,000-\$99,999	9	12.5	13.8	92.3
	\$100,000 or more	5	6.9	7.7	100.0
	Total	65	90.3	100.0	
Missing	System	7	9.7		
Total		72	100.0		

What zip code do you reside in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	54,880	1	1.4	1.4	1.4
	55,720	1	1.4	1.4	2.9
	55,779	1	1.4	1.4	4.3
	55,802	2	2.8	2.9	7.2
	55,803	13	18.1	18.8	26.1
	55,804	13	18.1	18.8	44.9
	55,805	11	15.3	15.9	60.9
	55,807	3	4.2	4.3	65.2
	55,808	1	1.4	1.4	66.7
	55,810	2	2.8	2.9	69.6
	55,811	6	8.3	8.7	78.3
	55,812	15	20.8	21.7	100.0

Total	69	95.8	100.0
Missing System	3	4.2	
Total	72	100.0	

Please indicate the highest level of education you have completed

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid grade school	1	1.4	1.4	1.4
high school	10	13.9	14.5	15.9
some college	19	26.4	27.5	43.5
undergraduate degree	16	22.2	23.2	66.7
some graduate school	11	15.3	15.9	82.6
masters	9	12.5	13.0	95.7
doctoral	3	4.2	4.3	100.0
Total	69	95.8	100.0	
Missing System	3	4.2		
Total	72	100.0		

Web site produce schedule

